

# Home Furnishings Calendar 1950

## JANUARY

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## HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 26 Just Opened	NEW SHOWROOM A permanent showroom has been opened in New York City by the Mengel Company at One Park Avenue. It will house the Eastern District Sales Office and will display the new modern and traditional groupings of the 1950 Mengel line as well as the best carryovers of the 1949 season. Contact: Adv. Dept., Mengel Co., Furniture Division, Louisville-1, Kentucky.	MENGEL COMPANY	LOUISVILLE, KENTUCKY
Jan. 26 Going on	DISPLAY OF LAMPS A group of twenty lamps and shades for formal and informal interiors, including one of a kind pieces and lamps that can be duplicated will be shown. The shades of silk and linen are treated with a special process to make them translucent. Lasting through Jan. 27, the show is by invitation only for the press, buyers, and decorators. Contact: Helen Woods, EL. 5-4248.	HELEN WOODS	424 MADISON AVENUE
Thursday Jan. 26 Just out	NEW FABRIC A new type of antique satin, called "Etruscan Cloth", which is less expensive than any other on the market, is now available to the decorating trade. The fabric will be introduced in 21 vat-dyed colors and is washable. Contact: David Alan Ehrlich, Baldwin and Mermey, MU. 4-4540.	WAVERLY FABRICS	60 WEST 40TH STREET
Jan. 26 Just Opened	NEW SHOWROOM Scalamandre has opened a wholesale trimming shop at 231 East 51st Street which carries a comprehensive line of trimmings on reels for furniture and draperies to meet traditional and modern requirements. Contact: Rosalie Cipolla, PL. 9-2070.	SCALAMANDRE SILKS, INC.	598 MADISON AVENUE
Thursday Jan. 26 3:00 P.M.- 8:00 P.M. Cocktails	PRESS PREVIEW Klaus Grabe, designer, will show new additions to his line of knock-down, pre-fab modern furniture at his new midtown retail outlet and showroom on this date. The showroom, at the above address, will be open to the public on Friday, Jan. 27th. Contact: Klaus Grabe, PL. 3-7744.	KLAUS GRABE	730 LEXINGTON AVENUE
Saturday Jan. 28	NEW MERCHANDISING MAGAZINE A new merchandising magazine, "Modern Lamps", will make its first appearance on this date. To be issued quarterly for department and furniture store buyers, decorators and designers, the new publication is designed to bring a new understanding of modern design in lamps and shades, to show the role of modern lighting units in today's house and to publish news of contemporary materials. Contact: Barbara Baer, editor, MU. 5-3744.	KREIGER PUBLICATIONS	114 EAST 32ND STREET
Sunday Jan. 29- Feb. 1	SIXTH CALIFORNIA CURTAIN AND DRAPERY SHOW Eastern representatives as well as Western exhibitors will display their goods at the show. The theme of "California Colors for Spring" will be emphasized so that buyers can run special promotions based on it. Contact: Joe Lockwood, show director, L.A. Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.	L.A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 29- Feb. 1	CALIFORNIA LAMP SHOW For the first time west of Chicago, the consolidated products of the lamp industry will be displayed at the California Lamp Show. Contact: Woody C. Klingborg, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.	L.A. TRADE FAIR	BILTMORE, L.A.
Jan. 29- Feb. 3	MIDWINTER MARKET WEEK, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
<u>WEEK BEGINNING MONDAY, JANUARY 30, 1950.</u>			
Monday Jan. 30 7:00 P.M.	FIFTEENTH LECTURE The fifteenth lecture in the Survey of Advertising Course will deal with Typography and Production. Francis J. Sorg, Jr., of the Sorg Printing Co. will discuss fundamental facts about type, and Arthur A. Kron of Gotham Adv. Co. will speak on the importance of mechanical factors of production. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF NEW YORK	HOTEL ASTOR
Jan. 30- Feb. 3	LOS ANGELES FURNITURE MARKET, LOS ANGELES FURNITURE MART, LOS ANGELES. CONTACT: J.J. COWEN, PUB. DIR., 2155 EAST 7TH STREET, LOS ANGELES, CAL.		
Monday Jan. 30- Feb. 3	EXHIBIT OF TABLE FASHIONS The Cleveland press is sponsoring this exhibit of Chamberlin's Table Fashions showing California Pottery Guild dinnerwares, American handcrafted glass, California wines and accessories from California Art Pottery Ass'n correctly correlated with linens and silver. Contact: Helen Chamberlin, Chamberlin's Handwovens, 203 Terminal Sales Bldg., Seattle, Washington.	CHAMBERLIN'S HANDWOVENS	PUBLIC HALL, BALLROOM CLEVELAND, OHIO
Monday Jan. 30- Feb. 4	DISPLAY OF FABRICS, ACCESSORIES AND FURNITURE Handwoven fabrics by Ellen Siegel of Black Mountain, North Carolina, hand-made ceramics by Cyrano, Long Beach, California, and side-chairs and nests of tables by Hoffmann and Heidrich will be shown to the press and the public from 3 to 6 P.M. on Jan. 30th and for the next two weeks from 10 A.M. to 5 P.M. Contact: Hoffmann and Heidrich, PL. 5-9555.	KIM HOFFMANN AND STEPHEN HEIDRICH	SHOWROOM 139 EAST 57TH STREET
Monday Jan. 30- Feb. 10	CHICAGO GIFT SHOW The Chicago Gift Show will open on this date at the Palmer House, Chicago, Illinois and run concurrently with the Merchandise Mart Gift Show. Contact: George F. Little Management, 220 Fifth Avenue, N.Y.C., MU. 9-7147.	GIFT MANUFACTURERS	PALMER HOUSE
Jan. 30- Feb. 11	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. PUBLICITY: ROBERT B. JOHNSON, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Tuesday Jan. 31 4:00 P.M. Cocktails	COCKTAIL PARTY FOR THE PRESS The press and representatives of museums and art schools, by invitation only, are asked to a party given by the Hecht Co., sponsors of the Julore Design Competition in Washington, D.C., to meet Mr. Frank Dickstein, president of Julore, the manufacturers and distributors of wallpaper and fabrics. Mr. Dickstein will also be on Ruth Crane's show, WMAL, Jan. 31. Publicity for Julore: Anne Gorman, Franklin Fisher, MU. 2-1983; For Hecht: Carl Bleiberg.	HECHT COMPANY WASHINGTON, D.C.	HOTEL CARLTON WASHINGTON, D.C.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 31- Feb. 3	TRADE SHOW, NATL. ASSN. OF FROZEN FOOD PACKERS, CONGRESS HOTEL, CHICAGO. CONTACT: L. S. MARTIN, 1415 K STREET, N.W., WASHINGTON, D.C.		
Wednesday Feb. 1	MAGAZINE TO APPEAR MONTHLY Beginning with the February issue Living for Young Homemakers will be published monthly. Contact: Street & Smith, MU. 3-8910.	LIVING FOR YOUNG HOMEMAKERS	STREET & SMITH 122 EAST 42ND ST.
Wednesday Feb. 1- Feb. 23	CRAFTSMEN'S CONTRIBUTION TO FLOWER ARRANGING This exhibit will stress the advantages of the handmade container in flower arrangements. Lectures will be given on Thurs. Feb. 9 and Feb. 16 at 3 P.M. by Pierre Clavel on French flower arrangements. Tickets are \$1.00 and include tea. Hours, 10 A.M. to 5:30 P.M. Mondays through Saturday. Contact: Mrs. Vanderbilt Webb or Frances Wright, PL. 3-9094.	AM. CRAFTSMEN'S EDUCATIONAL COUNCIL	AMERICA HOUSE 32 EAST 52ND ST.
Feb. 1- Feb. 28	LINEN MONTH. SPONSOR: LINEN TRADE ASSOCIATION, INC., 45 E. 17TH ST., NEW YORK 3, N.Y.		
Thursday Feb. 2 12:00 M. Luncheon	LUNCHEON The press, by invitation only, is invited to meet Mr. George Barnes, president of the O'Cedar Corporation at the Ambassador's Garden Room and to witness his demonstration of the new O'Cedar mop. Contact: Mary Elizabeth Talmadge, Young and Rubicam, MU. 9-5000.	O'CEDAR CORPORATION	AMBASSADOR HOTEL
Friday Feb. 3 10:00 A.M.	PRESS BREAKFAST A press party will be held to display table settings by Frank & Sadev and Patchogue Plymouth Mills, in private dining rooms B. and C. on the mezzanine. New table cloths and place mats sets of "Town and Country" lace will be featured. Contact: Harold Sadev, Frank & Sadev, PE. 6-9451.	FRANK & SADEV	HOTEL COMMODORE
Sunday Feb. 5- Feb. 8	SPRING GIFT AND HOUSEWARES SHOW Over 1500 nationally known domestic and imported lines will be shown at the spring gifts, stationery, toys and housewares show this year. On Tuesday morning, Feb. 7th, at 8:30 A.M., there will be a breakfast forum in the Mart Club on the 9th floor which will be presided over by Richard Gump, president of Gump's, Inc. On Tuesday evening, Feb. 7, there will be a seminar on "A Third Semester of the Post Graduate Course in Retailing" preceded by Dinner. On Wednesday evening, Feb. 8, the Western Radio-Television and Appliance Trade Dinner will be held in the Mart Auditorium. Publicity: Kay Leber, Director, KL. 2-2311, Ext. 687.	WESTERN MDSE. EXHIBITORS 1355 MARKET STREET	SAN FRANCISCO CIVIC AUDITORIUM
Feb. 5-8	GIFT SHOW, HOTEL STATLER, BUFFALO, N.Y. CONTACT: J.M. HAMMER, KNOX, PA.		

WEEK BEGINNING MONDAY, FEBRUARY 6, 1950

Monday Feb. 6 7:00 P.M.	SIXTEENTH LECTURE The sixteenth lecture in the Survey of Advertising Course will be given by Catherine Owens, of Hearst Adv. Service, aided by Barbara Bender of Wm. Esty & Co., Agnes Nablo of Young & Rubicam and Nancy Wheeler of O'Mara & Ormsbee. It will deal with Coordinating All Factors in an Advertisement. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 6- Feb. 8	TELEVISION TRADE SHOW The fifth annual "Television Institute" and Industry Trade Show will feature panel discussions conducted by leaders in the industry and a Film Conference on February 8th. Open to dealers and public. Contact: Irwin A. Shane, Television Institute & Industry Trade Show, PL. 7-3721.	TELEVISER MONTHLY	HOTEL NEW YORKER
Monday Feb. 6- Feb. 10	TRADE SHOW; LINENS AND DOMESTICS This trade show will be attended by buyers from all over the country. The press is invited. Contact: Mr. Harold Sadev, PE. 6-9451.	ALLIED LINENS & DOMESTICS ASSN.	HOTEL COMMODORE NEW YORK, N.Y.
Monday Feb. 6- Feb. 10	WESTERN WINTER MARKET Furniture, fabrics, floor covering, linens and domestics, radio-television appliances, gifts, lamps and housewares will be shown. The theme this year is "Buy-ways to Success". On Monday evening, Feb. 6, the Western Floor Covering Industry Dinner will be held in the Mart Club Auditorium. Contact: A. Cameron Ball, Western Mdse. Mart, 1355 Market St., San Francisco, California.	INDIVIDUAL MANUFACTURERS	WESTERN MDSE. MART
Monday Feb. 6- Feb. 24	GOLD MEDAL EXHIBITION MAJOR ARCHITECTURAL WORKS The fourth of six monthly gold medal exhibitions will open on this date and will deal with major architectural works. Open to the public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH STREET NEW YORK 16, N.Y.
Monday Feb. 6- May 17	EVENING EXTENSION COURSES TO START Two courses of fifteen weekly sessions will be given. The one on Home Furnishings starts Feb. 6, 8 to 10 P.M. and will be given by Mr. Wallis; the second on Interior Decoration starts Feb. 8, 6 to 8 P.M. and will be given by Mr. Sokol. There are no specific prerequisites for attendance. Tuition: \$14 for each course plus \$2.50 registration fee. Registration periods, Jan. 23-26, Jan. 30-Feb. 2. Contact: Registrar, N.Y. State Institute of Applied Arts and Sciences, TR. 5-1529.	NEW YORK STATE INSTITUTE OF APPLIED ART & SCIENCE	300 PEARL STREET BROOKLYN, N.Y.
Feb. 7 8:00 P.M.	UPHOLSTERED FURNITURE MFRS. ASSN. OPEN MEETING FOR ENTIRE TRADE, HOTEL McALPIN. CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Wednesday Feb. 8 12:45 P.M. Luncheon	"DESIGN FOR LIVING" A luncheon forum on interior decoration will be put on by a designer, an interior decorator, a florist and Scalamandre Textiles. Open to the press by invitation; to the public by reservation. Contact: Nola Luxford, Pierre Fashion Director-Commentator, TE. 8-8000.	HOTEL PIERRE	COTILLION ROOM
Friday Feb. 10 12:15 P.M. Luncheon	FEBRUARY LUNCHEON The first Home Fashions League luncheon of the 1950 season will be held in the Hendrick Hudson Room of the Roosevelt. Judge Anna M. Kross, Presiding Judge of the Home Term Court and Mrs. Sidonie Matsner Gruenberg, formerly Director of the Child's Study Association of America will speak on "Good Homes Make Good Citizens." Publicity: Ramona Vincent, Katzenbach and Warren, Inc., PL. 9-5410.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 10 Just out	NEW BOOK ON DECORATING Katherine McClinton has written "A Handbook of Popular Antiques" in 27 sections covering popular antiques, china parian ware, buttons, papier-mache, flower lithographs and many other items. The book contains many drawings and full page photographs. Publicity: Ted Anderson, CH. 2-1600.	GROSSET AND DUNLAP	1107 BROADWAY
Feb. 12- Feb. 15	PORTLAND GIFT SHOW, PORTLAND HOTEL, PORTLAND, OREGON CONTACT: KAY LEBER, SHOW MANAGER, 1355 MARKET ST., SAN FRANCISCO, CAL.		
Feb. 12- Feb. 15	CLEVELAND GIFT AND ART SHOW, HOTEL STATLER, CLEVELAND, OHIO CONTACT: J. M. HAMMER, KNOW, PENNSYLVANIA.		
Feb. 12- Feb. 18	HOUSEWARES WEEK IN NEW ENGLAND, HOUSEWARES CLUB OF NEW ENGLAND, CONTACT: CARL MASSON, HOUSEWARES SHOW HEADQUARTERS, MECHANICS BLDG., BOSTON, MASS.		

#### ADVANCE DATES AND NOTICES

Monday Feb. 13 7:00 P.M.	SEVENTEENTH LECTURE The seventeenth lecture in the Survvy of Advertising Course will be given by Helen Berg, Merchandise Manager of Textron, Inc., assisted by Anne Allbee, owner of the Lindsay Advertising Agency, Nancy Craig, American Broadcasting Company radio commentator and Mrs. Virginia McCone of the Ladies' Home Journal. The panel will cover the steps between the printed advertisement and the ultimate sale. Contact: Hulda Kloeene, CI. 5-4149.	ADV. WOMEN OF N. Y.	HOTEL ASTOR
Monday Feb. 13 8:00 - 9:45 P.M.	HOMEFURNISHINGS COURSE Mr. Harold V. Ritter, buyer of Furniture and Bedding at L. Bamberger is going to teach a homefurnishings course to be given on Monday nights for fifteen weeks. Information on furniture, china, glass, silverware, household furnishings, major appliances, plastics and construction and decoration for those who buy, sell and train others will be included in the lectures. The fee will be \$34. Contact: Karen R. Gillespie, N.Y.U., SP. 7-2000.	SCHOOL OF RETAILING	NEW YORK UNIVERSITY
Feb. 14	ST. VALENTINE'S DAY (Tuesday).		
Wednesday Feb. 15 10:00 A.M.	PRESS BREAKFAST A Puerto Rican breakfast for the press will be held to introduce the new Puerto Rican, hand-loomed, fiber rugs designed by Geraldine Funk, director of weaving and fiber textiles for the Puerto Rico Industrial Development Company, which has just named the Edward Fields Company exclusive distributor for the line. Publicity: Mr. Carl Ruff, Carson-Ruff Associates, MU. 2-2055.	EDWARD FIELDS COMPANY	509 MADISON AVE.
Feb. 15- Feb. 22	NATIONAL CHERRY WEEK. SPONSOR: NATIONAL RED CHERRY INSTITUTE, 322 S. MICHIGAN AVE., CHICAGO 4, ILL.		
Wednesday Feb. 15- Feb. 18	17TH ANNUAL NEW ENGLAND HOUSEWARES SHOW Many new exhibitors plan to show at this annual event which has one-third more show space this year. Open to trade only. Publicity: Carl Masson, Housewares Show Headquarters, Mechanic's Bldg., Boston, Mass.	HOUSEWARES CLUB OF NEW ENGLAND	MECHANIC'S BLDG. BOSTON, MASS.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 16- Feb. 17	1950 WIRING CONFERENCE A workshop study of the St. Louis Adequate Wiring program will be a feature of the conference this year. The first day will be devoted to a Workshop on this subject with field trips to two residential developments. The second day will be devoted to talks by experts and an Open Forum on industry problems. Make hotel reservations with Mr. M. S. Fishburn, Front Office Mgr., Hotel Statler. Contact: Norman Wicks, Natl. Adequate Wiring Bureau Headquarters, 155 East 44th St., New York 17, N.Y., MU. 2-1500.	NATL. ADEQUATE WIRING BUREAU	HOTEL STATLER ST. LOUIS, MO.
Feb. 18- Feb. 24	ALLIED GIFT & JEWELRY SHOW, ADOLPHUS HOTEL, DALLAS, TEXAS. CONTACT: ALLIED EXHIBITORS, INC., 712 SOUTH OLIVE ST., LOS ANGELES, CAL.		
Sunday Feb. 19- Feb. 23	SIXTH ANNUAL CONVENTION AND EXPOSITION The practical problems of home builders will be the major subject of this convention and exposition. The entire program is planned to acquaint builders with new products, new building techniques, new equipment applications and progressive business methods. About 160 leading manufacturers and other firms will participate. Contact: Paul S. Van Auken, Director, 111 West Jackson Blvd., Chicago. Publicity: Kenneth E. Shepard, 75 E. Wacker Drive, Chicago 1, Illinois.	NATIONAL ASSOCIATION OF HOME BUILDERS OF U.S.	111 WEST JACKSON CHICAGO, ILLINOIS
Feb. 19- Feb. 23	SEATTLE GIFT SHOW, OLYMPIC HOTEL, SEATTLE, WASHINGTON CONTACT: KAY LEBER, SHOW MANAGER, 1355 MARKET ST., SAN FRANCISCO, CAL.		
Feb. 20- Feb. 24	NEW YORK GIFT SHOW, HOTELS STATLER AND NEW YORKER, NEW YORK, N.Y. PUBLICITY: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK 1, N.Y.		
Feb. 20- Feb. 24	NEW YORK GIFT SHOW, 225 FIFTH AVENUE, NEW YORK, N. Y. CONTACT: ETHEL MACDONALD, MU. 5-6377.		
Monday Feb. 20 Just out	NEW BOOK ON DECORATING A new book by Mary L. Brandt, noted interior decorating authority, "Decorate Your Home for Better Living", will appear on this date. Illustrated with amusing line drawings, room sketches and photographs in color and black and white, this book is designed for the person who wants to decorate smartly and economically. Publicity: Julian Dedman, VO. 5-0650.	CHARLES SCRIBNER'S SONS	597 FIFTH AVE.
Feb. 26- Mar. 1	ST. LOUIS SPRING SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI CONTACT: G. L. WENNERSTROM & ASSOC., 2205 GRAND AVE., KANSAS CITY, MO.		
Feb. 26- Mar. 2	DETROIT GIFT SHOW, HOTELS STATLER AND BOOK CADILLAC, DETROIT, MICHIGAN CONTACT: WALTER E. OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS		
Monday Feb. 27- Mar. 3	HOUSE & GARDEN SYMPOSIUM A symposium on "Small Houses and Gardens" will be held on these dates and from March 6 - 10. Special feature will be "Home Life in Colonial Days". Speaker, Feb. 27, Miss Nancy V. McClelland, F.A.I.D., and on March 6, James L. Cogar, Consultant to Colonial Williamsburg. Contact: Albert Kornfeld, LE. 2-7500.	COLONIAL WILLIAMS- BURG, INC.	WILLIAMSBURG, VIRGINIA



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 27- Mar. 5	NEW ENGLAND HOME EXPOSITION Building materials, furniture and furnishings, landscaping materials, electrical and musical merchandise will all be exhibited at this exposition which is expected to attract between 60,000 and 100,000 visitors this year. Contact: A. D. Cole, Home Builders Assn. of Greater Boston, Mechanics Bldg., Boston. Publicity: Campbell-Fairbanks Expositions, Inc., 929 Square Bldg., Boston, Mass.	HOME BLDRS. ASSN. OF GREATER BOSTON	MECHANICS BLDG. BOSTON, MASS.
Wednesday March 1	AID STUDENT COMPETITION Awards of cash and medals will be made to the winners in this annual competition which is open to students in schools and colleges throughout the United States in which courses in interior design and decoration are offered. All entries must be in by March 1. Full information may be secured from the A.I.D. Contact: Mrs. M.M. Girard, MU. 8-0238.	AM. INST. OF DECORATORS	41 EAST 57TH STREET
March 1-31	NATIONAL WALLPAPER STYLE MONTH.		
Friday March 3	"POSTILLION BALL" Dinner, dancing until 2:00 A.M. to Jeno Bartel's orchestra, prizes, surprises and a mystery box of souvenirs will be on the program. Program data deadline is Feb. 3rd and souvenir packages must reach the hotel by Feb. 15th. Contact: Mae Wagner Carlisle, CI. 5-4149.	ADV. WOMEN OF NEW YORK	HOTEL ASTOR
Sunday March 5-8	DENVER GIFT SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: ALLIED EXHIBITORS, INC., DENVER, COLORADO.		
March 6-10	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASS. CONTACT: DOROTHY MEEHAN, GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVE., N.Y.C., MU. 9-7147.		
March 6-10	MERCHANDISE FAIR: 5¢ to \$10, 71ST REGIMENT ARMORY, 34TH ST. & PARK AVE. CONTACT: ARTHUR TARSHIS, 36 WEST 47TH STREET, LU. 2-4627-8-9.		
Monday March 6-12	SIXTH ANNUAL NATIONAL ANTIQUES SHOW, MADISON SQUARE GARDEN, N.Y.C. CONTACT: MORTON YARMON, GEN. MAN., 97 DUANE STREET, BE. 3-6010.		

#### MUSEUM, GALLERY AND GARDEN NEWS

Jan. 26 Going on	PICASSO ETCHINGS A series of 40 recently acquired etchings by Picasso on the theme of the sculptor's studio are on view adjacent to the gallery which contains an exhibition of Gjon Mili's photographs of Picasso's space drawings done with a pencil of light. Publicity: Betty Chamberlain, Museum of Modern Art, 11 West 53rd Street, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Monday Jan. 30 4:00 P.M.- 8:00 P.M.	PRESS SHOW This silk screen printing exhibition is the last of five duplicate educational projects prepared for the Reorientation Branch of the Department of the Army for the United States Information Centers in Germany, Austria and Japan. The exhibit is scheduled for immediate shipment to Japan after this date. By invitation only. Contact: Doris Meltzer, CI. 5-8936.	SERIGRAPH GALLERIES	38 WEST 57TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 1- April 16	VAN GOGH EXHIBITION The most comprehensive exhibition of works by Van Gogh, consisting of 92 paintings and 67 drawings from Dutch and American collections will be on view. Contact: Peter Pollack, Art Institute, Michigan Ave., Chicago.	ART INSTITUTE	CHICAGO, ILL.
Tuesday Feb. 7- Mar. 31	WORK OF GOLDSHOLL An exhibition of the work of Morton Goldsholl, a leading advertising and book designer of Chicago and president of that city's Society of Typographic Arts, will open on this date. Publ.: Hortense Mendel, MU. 2-0100.	A-D GALLERY	130 WEST 46TH ST.
Monday Feb. 27- Mar. 24	GOLD MEDAL EXHIBITION NATIVE INDUSTRIAL ARTS The fifth of six monthly gold medal exhibitions will open on this date and will present design and craftsmanship in native industrial arts. Open to the public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH ST. NEW YORK, 16, N.Y.

#### TELEVISION NEWS

Thursday Jan. 26 2-4 P.M. Going on	COOKING EXPERT JOINS SHOPPERS MATINEE Susan Adams, noted food authority, has joined the daily "Shoppers' Matinee" Show in its "Kitchen Fare" section. She will provide material to make the housewife's job interesting and easy. Contact: Bob Loewi, MU. 8-2600.	WABD CHANNEL 5	WABD-DUMONT 515 MADISON AVE.
Thursday Jan. 26 Going on	DECORATING PRIZES ON TELEVISION PROGRAM Matching ensembles of E-Z Do Space Savers, Princess House garment bags and closet accessories and the professional interior decorator services of Miss Betty Lenahan are being offered as a \$1500 jackpot prize on the "Stop the Music" show. Publicity: Genevieve Smith, PL. 7-8030.	WJZ-TV CHANNEL 7	7 WEST 66TH STREET
Friday Jan. 27 11:00 A.M.- 12:00 M	TELEVISION PROGRAM YOUR TELEVISION SHOPPER The Kathi Norris show will feature a demonstration of Flexalum Spring tempered slats and vinyl plastic tape which greatly simplify the task of cleaning Venetian Blinds and far outlive old style Venetian Blinds. Publicity: Babs Doniger, PL. 3-1742.	WABD CHANNEL 5	WABD-DUMONT 515 MADISON AVE.
Tuesday Jan. 31 3:15 P.M.	TELEVISION PROGRAM HOMEMAKER'S GUIDE The Homemaker's Guide show will have as its guest, Mr. J.J. Fischman, New York representative of A. Theo Abbott & Company, Philadelphia, manufacturers of casement drapery and upholstery fabrics. Mr. Fischman will present the new 1950 line of Abbott fabrics to the public. Publicity: Charles Scully, BA. 7-8216.	WATV CHANNEL 13	1020 BROAD STREET NEWARK, N.J.
Thursday Feb. 2 4:30 P.M.- 5:00 P.M.	TELEVISION PROGRAM VANITY FAIR Mr. John Melady of Stump and Walter will appear on the Dorothy Doan show to discuss how to plant your spring flower and vegetable garden. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVE.



# *Home Furnishings Calendar*

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